2045369530

Note for Weinstein, Barbara

From: Fuller, Stuart

Date: Thu, Dec 16, 1993 11:45 AM

Subject: RE: Book changes

To: Weinstein, Barbara

Barb, fyi, the shipments geoff page will be using current 13 weeks against 13 weeks ago.

Stuart

From: Weinstein, Barbara on Thu, Dec 16, 1993 11:35 AM
Subject: FW: Book changes
To: Gee, Edward; Isaacs, Jerry
Cc: Fuller, Stuart

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JUST WANT TO LET YOU KNOW OF THE WEEKLY MANAGEMENT BOOK SCHEDULE SO THAT YOU CAN COVER FOR PASCAL WHILE HE IS OUT. THANKS...BARB

From: Fuller, Stuart on Thu, Dec 16, 1993 10:38 AM
Subject: Book changes
To: Fernandez, Pascal; Harwood, Hunter; Joyce, Ed; Lichtman, Jennifer; Neidle, Bruce; Weinkselbaum, Ian; Weinstein, Barbara
Cc: Beran, Dave; Gawronski, Edward

Starting with the book to be issued next week, we will be adding the enclosed table to the following sections:

Shipments, Nielsen c-stores, Nielsen Supermarkets, McLane.

Time comparisons, as you will see in the enclosure, are to be based on March 1993.

For Nielsen, show current 4 week average versus March 1993 monthly shares (expanded panel). Please footnote the differences in data sources.

For Shipments, use current 4 week average. We will need to determine an appropriate base period that is not distorted by the effects of the trade program at the end of March. In order to make next week's book this will have to be decided by tomorrow.

McLane -- current 4 week average compared to the four week period beginning March 12, the first week for which we had competitor data.

THERE WILL BE NO BOOK ISSUED DURING THE WEEK BETWEEN CHRISTMAS AND NEW YEARS. HOWEVER, THERE IS A CAMPBELL STAFF MEETING ON JAN 4 AT 9AM, SO WE MUST HAVE THAT WEEK'S BOOK COMPLETE BY END OF DAY ON DEC 31.

Happy Holiday.

Stuart

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Source: https://www.industrydocuments.ucsf.edu/docs/kkfj0004